

**METHODS, SYSTEMS AND APPARATUS FOR SELECTIVELY
DISTRIBUTING URGENT PUBLIC INFORMATION**

ABSTRACT OF THE DISCLOSURE

Embodiments of the invention provide apparatuses, systems and methods for distributing public information. For example, some embodiments of the invention provide methods for determining an appropriate set of addresses to which to distribute an alert. One such exemplary method comprises maintaining a directory of alert gateways. The directory can comprise a plurality of directory entries, and each directory entry can be associated with a particular alert gateway. Each directory entry can also comprise at least one gateway characteristic associated with that alert gateway. In some cases, a gateway characteristic can include information to enable the alert distribution device to determine whether a given alert should be transmitted to the alert gateway.

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